



ADVERTISING GUIDE



INTRODUCTION

The Dr. Carson & Marion Murray Community Centre is a multi-purpose, state-of-the-art community centre with inclusivity at the heart of our local identity.

Uniquely designed to use geothermal energy from the former Springhill Mines to heat and cool the building, the centre is the largest sporting facility in Atlantic Canada to operate on this type of environmentally-friendly power.

Reducing our greenhouse gas emissions further, a 75 kW solar panel roof installation was completed allowing electricity to be sold directly to power utility, generating revenue and offsetting the facility's energy consumption.

We are proud of our public facilities and are committed to providing a welcoming, recreational and leisure experience for all our guests.

Sponsorship and advertising revenues are reinvested in the community, supporting municipal services and recreation opportunities for current and future generations.

DR. CARSON & MARION MURRAY COMMUNITY CENTRE

6 MAIN ST., SPRINGHILL, N.S. B0M 1X0

As one of Cumberland County's largest multiplex and event-hosting facilities, the Dr. Carson & Marion Murray Community Centre enables guests of every age and skill level to keep active and stay connected through various events and activities hosted at the centre every year.

The Richard Calder Arena at the Community Centre is home to the Cumberland Blues Jr. B hockey team, the Springhill Coal Miner's Sr. A hockey team, hosts thirty hours per week of minor hockey rentals and annual Bluenose, Friendship and house league tournaments and regular play.

Other winter activities include free public skating, pick up hockey, birthday parties and community rentals.

In the off-season, the arena dry pad is used for conferences, trade shows, workshops, sports, festivals, reunions, beer gardens, OpenPlay for community use, bicycle rodeos, fun fairs, concerts and summer recreational programming.

In a typical year, the centre hosts:

- 1200 hours of ice bookings
- 300 hours of outdoor field bookings
- 936 hours of Teen Centre participation
- a multitude of special events bookings like dinner theatres, weddings, trade shows, workshops, meetings and concerts.

MARKETING OPPORTUNITIES

A ARENA BOARDS

Have your business featured adjacent to the hundreds of games, practices and special events hosted at the Dr. Carson & Marion Murray Community Centre each year both on and off ice!

B IN-ICE

Have your business featured right on the ice surface, amidst the hundreds of games, practices and special events hosted at the Richard Calder Arena each year.

C ICE RESURFACING MACHINE

Get creative with a custom brand wrap on our ice resurfacing machine. We will work with you to create a custom wrap or magnetic signage to reflect your business.

D WALL PANELS

Showcase your brand in a unique, highly visible way in our arena with individual or multiple wall panels. Send us your logo and we will prepare your ad space at no additional cost.

E DRESSING ROOMS

Feature your brand with customized advertising or an inspirational message inside the dressing room. This feature also includes logo recognition on the dressing room assignments signage.

F ARENA EXIT PANEL

Share your brand with a creative message as spectators exit the arena on the lower level. Also viewable to skaters on the ice surface, dry pad participants and walking track users.

G SEATING SECTION

Capture attention right where fans sit by featuring your business above one of six seating sections. Your brand will be featured on hanging signage above the section and is visible front and back.

H STAIRS

Your company could be featured with each step in one of six seating sections in the arena. Contact us to learn more about how and where your brand can be most effectively showcased in one of Cumberland's largest and modern facilities.

I WALKING TRACK

Located on the mezzanine level of the Richard Calder Arena, the indoor walking track is popular among those seeking a leisurely indoor stroll and those looking to complete their fitness regimen with some cardio. A number of high-visibility options are available throughout the walking track area.

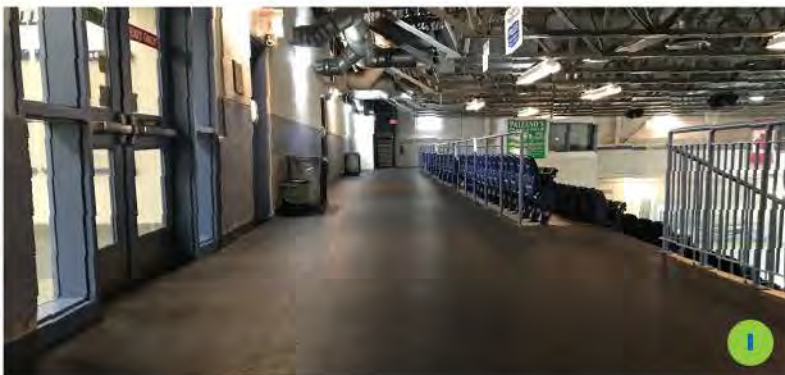
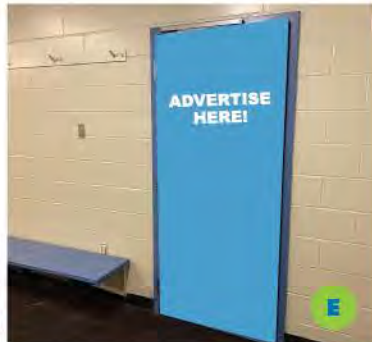
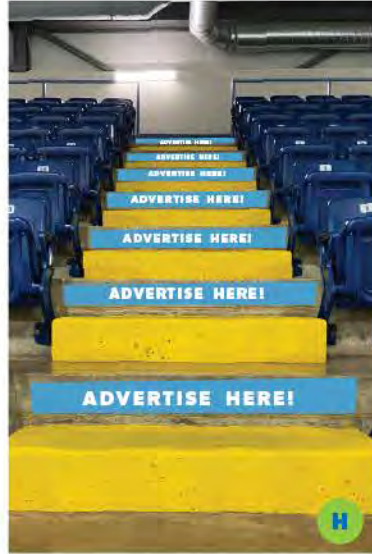
J RESTROOM ADVERTISING

Don't flush away this opportunity! Washroom advertising may not be for every business, but it offers an alternative to normal marketing efforts that is creative and inventive. After all, you have a captive audience! Consider stall doors, wall or mirror decal brand placement.

ADDITIONAL MARKETING OPPORTUNITIES

We welcome your ideas for new and innovative ways to promote your brand in our facility. Examples of non-traditional marketing opportunities include:

- Custom wall ads or installations
- On-site marketing (Brand activations, samples, handouts, etc.)
- Interactive features and product demonstrations
- Advertising opportunities at our outdoor basketball and tennis/pickleball courts
- Floor decals
- Door wraps





THE JEWELL & JAMES "POKIE" MELANSON BALL FIELD



SHARPE BALL FIELD

LET'S PLAY BALL!

One of the best opportunities for sponsor signage or branding lies along the edges of the field of play. The baselines and backstop's proximity is close to the action, making it a prime signage location. The outfield fence also provides a large, blank canvas. Step up to the plate and show your community pride with a vinyl banner advertisement. Interior and exterior fence locations are available on a first-come, first-served basis. Fence banner signs will remain in place between April 1 and Nov. 1, each year. In addition, all sponsors will be listed on the Dr. Carson & Marion Murray website along with a link to your business. Provide your logo and we will customize your ad space at no extra charge.

HOME BENCH

Have your business featured on the exterior fence behind home bench facing spectators.

VISITOR BENCH

Have your business featured on the exterior fence behind the visitors bench facing spectators.

INFIELD and OUTFIELD FENCE SIGN

Feature your brand on the interior or exterior outfield fence, which is also host to hundreds of soccer games and practices each year along with dog sporting activities and championship events.

**CONTACT
US**

Connect with us to learn how marketing opportunities with the Dr. Carson & Marion Murray Community Centre can support brand awareness for your organization.

MARKETING OFFICER

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municipality of
cumberland